Figure 1:Display of Listing

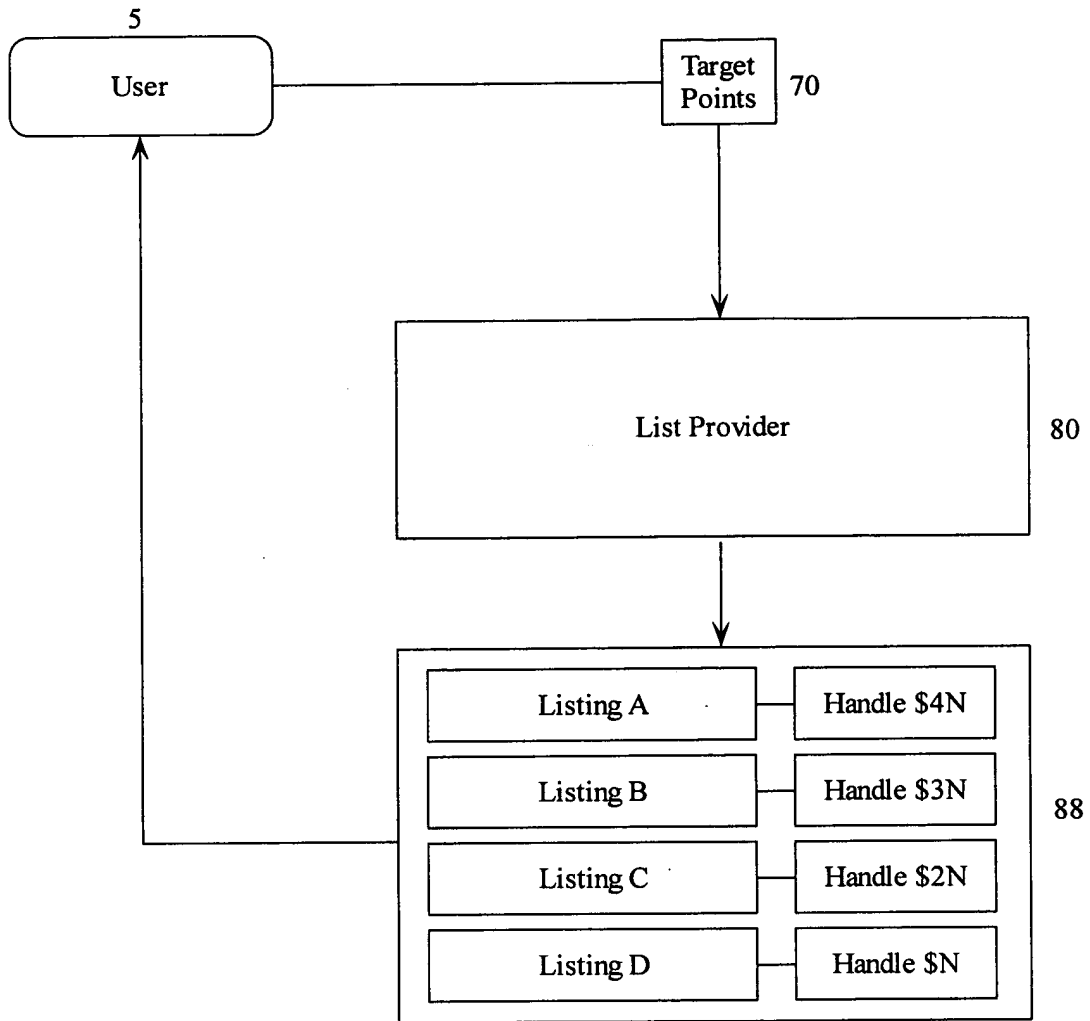Figure 2A: Pyramid of Target Points
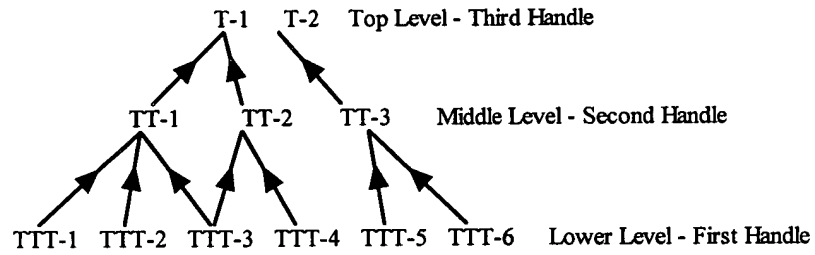
T-1   T-2   Top Level - Third Handle

TT-1   TT-2   TT-3   Middle Level - Second Handle

TTT-1 TTT-2 TTT-3 TTT-4 TTT-5 TTT-6   Lower Level - First Handle

Figure 2B: Example of Stan's Bid

Food: $19_____Third Handle

Breakfast: $17   Restaurant: $2_____Second Handle

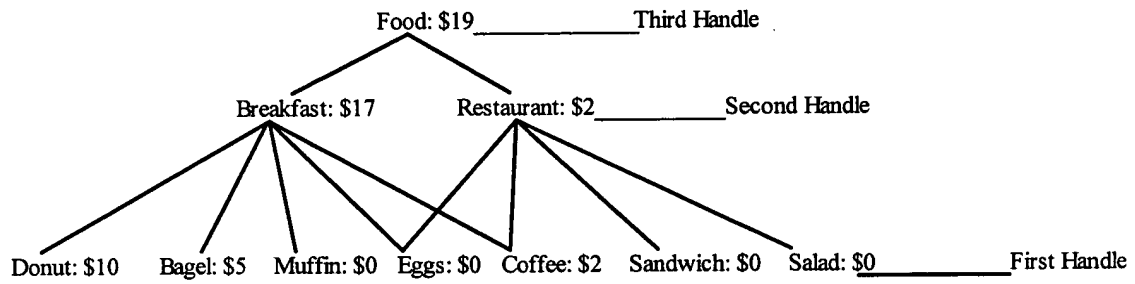Donut: $10   Bagel: $5   Muffin: $0   Eggs: $0   Coffee: $2   Sandwich: $0   Salad: $0_____First Handle

Figure 2C: Example of Combined Key Word and Geographic Target Points

Zone A+B

Breakfast

Breakfast

Donut   Bagel   Muffin   Eggs   Coffee

Breakfast

Donut   Bagel   Muffin   Eggs   Coffee

Zone A

Breakfast

Donut   Bagel   Muffin   Eggs   Coffee

Zone B